2017 Active Transportation Program

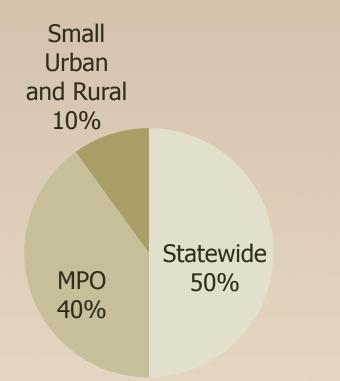
April 4, 2016

Stephen Patchan
Active Transportation & Special
Programs



Active Transportation Program

- 3 Funding Programs
- Cycle 3 total funds=~\$240 M
- Funding Breakdown:



SCAG Regional Program

- \$50 million
- Fiscal Years 2019-2020, 2020-2021

Active Transportation Program Goals

- Increase trips by biking and walking.
- Increase the safety
- Achieve greenhouse gas reduction goals
- Enhance public health
- Ensure disadvantaged communities fully share in benefits
- Provide a broad spectrum of projects

Eligible Projects







Planning

Communitywide plans that benefit disadvantaged communities Non-Infrastructure

Education
Encouragement
Enforcement

Infrastructure

Bike Lanes
Cycle Tracks
Crosswalks
Etc...

RTP/SCS

- Regional Transportation Plan/ Sustainable Communities
 Strategy will be adopted on April 7th, 2016
- ATP project must be consistent with adopted RTP/SCS
 - Active Transportation Appendix: http://scagrtpscs.net/Documents/2016/proposed/pf2016 RTPSCS_ActiveTransportation032816.pdf

2017 ATP Schedule

- Call for projects April 15, 2016
- Project applications to Caltrans (postmark date) June 15, 2016
- Commission adopts statewide and small urban and rural portions of the program December 7-8, 2016
- Deadline for MPO project programming recommendations to the Commission January 27, 2017
- Commission adopts MPO selected projects March 2017

Workshop Goals

- Provide general information about ATP process
- Inform applicants of best practices in outreach, project design, and public health engagement
- Highlight innovative treatments
- Identify what's worked in past successful applications
- Tips for framing narratives and enhancing applications

Workshop Agenda

10:10 am Go Human Integration

Julia Lippe-Klein

Regional Planner

Southern California Association of Governments

10:20 am Health Department Coordination and Tools

Community Engagement

Amy Buch

Health Promotion Division Manger

Orange County Health Care Agency

10:50 am Innovative Designs and Safety

Bikeway Design

Rock Miller

Senior Principal

Stantec

11:20 am Elements for Success

Cost Effective Ways to Green Your Project

Ryan Snyder Principal

Transpogroup

11:50 am Wrap Up and Questions

Stephen Patchan

Data Sources

Carla Blackmar

Project Manager

Public Health Alliance of Southern California

Intersection Improvements

Matt Benjamin

Principal

Fehr and Peers

Adding the E's (Education, Encouragement, Enforcement)

Ryan Johnson Senior Planner

Alta Planning + Design

Contact Information

Stephen Patchan

Patchan@scag ca go

Patchan@scag.ca.gov

213-236-1923

Southern California Active Transportation Safety & Encouragement Campaign





Toolbox Tuesday

April 5, 2016 Julia Lippe-Klein





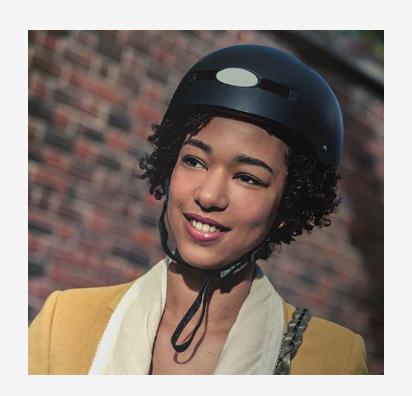


- Campaign Background
- Advertisements & Educational Resources
- Incorporating Go Human into project proposals
- Reference Guide/Cheat Sheets

Campaign Objectives



- Reduce collisions, create safer streets
- Increase rates of active transportation
- Reduce greenhouse gases
- Improve public health
- Support ATP and other active transportation investments
- Change the reputation of the region



Driver Ads









Pedestrian & Bicyclist Ads









Advance your ATP Cycle 3 Application: Reference Guide



- Digital Toolkit
- Examples of co-branded artwork
- Media planning rates (market, medium, quantity, flight, est. # of impressions, production cost)

Digital Toolkit



Digital Resources:

- Web banners in English & Spanish
- Curated tweets and Facebook posts

Flyers with encouragement facts and safety tips

in multiple languages







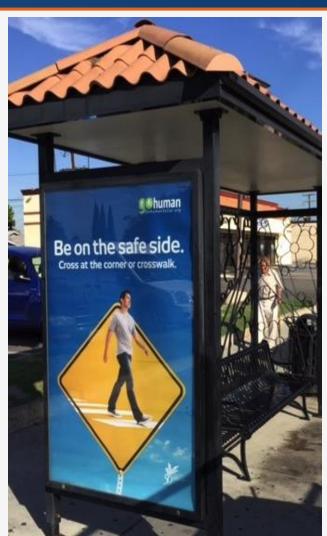
Go Human in the community











Media Planning Rates



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COUNTY	MEDIUM	QUANTITY	LEVEL	ESTIMATED IMPRESSIONS PER FLIGHT	FLIGHT (DURATION)	ESTIMATED MEDIA COST PER FLIGHT	COMMENTS	ESTIMATED PRODUCTION COST
Outdoor Advertising								
Los Angeles	Bus Tails	300	#25 Showing	31,200,000	4-weeks	\$74,118	#25 Showing = estimated ad exposure to 25% of market population	\$20 per tail
Los Angeles	Bus Shelters	115	#25 Showing	33,700,000	4-weeks	\$91,324	#25 Showing = estimated ad exposure to 25% of market population	\$60 per shelter poster
Los Angeles	Billboards (Bulletins)	1	N/A	1,400,000	4-weeks	\$8,824	Bulletins are typically bought per budget and strategy versus showing level	\$500 per bulletin vinyl
Orange	Bus Tails	65	#25 Showing	6,400,000	4-weeks	\$24,706	#25 Showing = estimated ad exposure to 25% of market population	\$20 per tail
Orange	Bus Shelters	28	#25 Showing	6,800,000	4-weeks	\$13,529	#25 Showing = estimated ad exposure to 25% of market population	\$60 per shelter poster
Orange	Billboards (Bulletins)	1	N/A	1,400,000	4-weeks	\$8,824	Bulletins are typically bought per budget and strategy versus showing level	\$500 per bulletin vinyl
Riverside	Bus Shelters	6	#25 Showing	1,600,000	4-weeks	\$4,765	#25 Showing = estimated ad exposure to 25% of market population	\$60 per shelter poster
Riverside	Billboards (Bulletins)	1	N/A	32,900,000	4-weeks	\$7,647	Bulletins are typically bought per budget and strategy versus showing level	\$500 per bulletin vinyl
San Bernardino	Bus Tails	42	#25 Showing	3,800,000	4-weeks	\$14,824	#25 Showing = estimated ad exposure to 25% of market population	\$20 per tail
San Bernardino	Bus Shelters	23	#25 Showing	4,300,000	4-weeks	\$6,765	#25 Showing = estimated ad exposure to 25% of market population	\$60 per shelter poster
San Bernardino	Billboards (Bulletins)	1	N/A	1,000,000	4-weeks	\$5,294	Bulletins are typically bought per budget and strategy versus showing level	\$500 per bulletin vinyl
Ventura	Bus Shelters	10	N/A	1,600,000	4-weeks	\$4,706	Limited Oxnard locations. Shelters N/A in Ventura.	\$60 per shelter poster
Ventura	Billboards (Bulletins)	1	N/A	2,000,000	4-weeks	\$17,647	Limited outdoor inventory in market	\$500 per bulletin vinyl
Imperial	Billboards (Bulletins)	1	N/A	350,000	4-weeks	\$2,353	Bulletins are typically bought per budget and strategy versus showing level	\$500 per bulletin vinyl
Digital Advertising								
LA, OC, Riverside, San Bemardino, Ventura, Imperial	Facebook Promoted Posts	5,000 Clicks	N/A	250,000	4-weeks	\$5,882	Targeted zip codes, per 6-counties	No paid media production cost
LA, OC, Riverside, San Bemardino, Ventura, Imperial	Pandora	4,000 Clicks	N/A	1,400,000	4-weeks	\$11,765	Targeted zip codes, per 6-counties	No paid media production cost
Radio (Per Radio Market)								
Los Angeles/Orange	Radio	350 Spots	150 GRPs	8,500,000	2-weeks	\$90,000	75 GRPs/week (150 Total)	No paid media production cost
Riverside-San Bernardino	Radio	350 Spots	150 GRPs	1,500,000	2-weeks	\$25,000	75 GRPs/week (150 Total)	No paid media production cost
Palm Springs	Radio	150 Spots	150 GRPs	250,000	2-weeks	\$2,500	75 GRPs/week (150 Total)	No paid media production cost
Oxnard-Ventura	Radio	175 Spots	150 GRPs	300,000	2-weeks	\$8,000	75 GRPs/week (150 Total)	No paid media production cost
Yuma/El Centro	Radio	150 Spots	NA	NA	2-weeks	\$2,500	Yuma/El Centro = non-rated market	No paid media production cost















Julia Lippe-Klein lippe-klein@scag.ca.gov



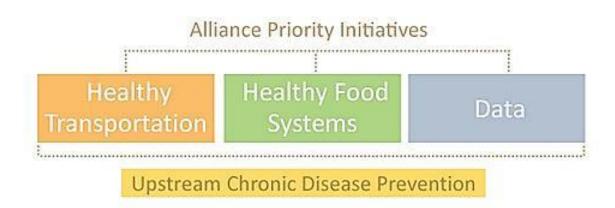
Partnering with Public Health

Amy Buch, M.A.
Orange County Health Care
Agency- Public Health Services
Health Promotion Division
April 5, 2016



Where is Public Health?







Leadership and Staff

Our Work

Healthy Transportation

Healthy Food Systems

Data Cont

Contact Us

EH Call 7

Home > Data > Active Transportation Program Eligibility

Active Transportation Program Eligibility

The new California Active Transportation Program (ATP) was approved in the California Legislature in 2013. The goal of the program is to increase active transportation mode share and safety in the state. The Alliance Data Committee worked to ensure that the mechanism for defining 'disadvantaged communities' for the purpose of the program set-aside reflected the group's understanding of disadvantaged communities from a chronic disease/ burden of disease perspective. You can see the final guidelines here:

http://www.catc.ca.gov/programs/ATP/2014 ATP Guidelines adopted 032014.pdf

Projects that meet any one of the following three criteria qualify for the Disadvantaged Community Set-aside:

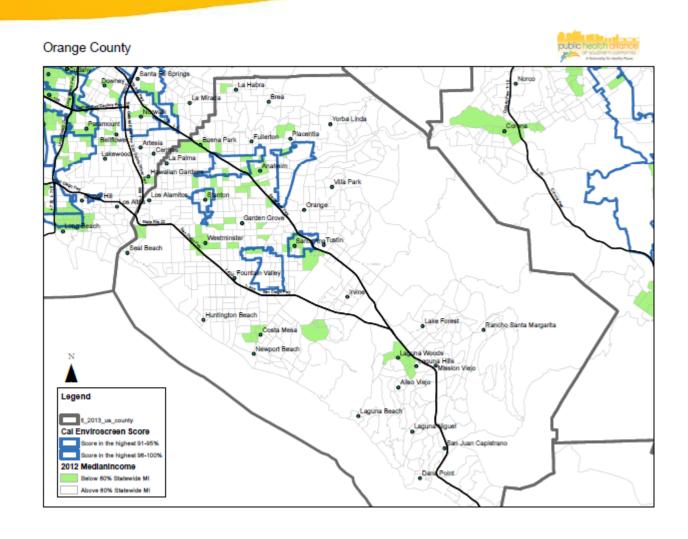
- · Projects located within zip codes in the top decile of CalEnviroScreen Scores
- · Projects located in census tracts below 80% of the average median income
- Projects that serve schools where over 75% of students are eligible for free and reduced price meals through the Federal Student Lunch
 Program

The following maps illustrate communities eligible for the disadvantaged community set-aside funding as defined by ATP guidelines:

- Zip codes outlined in blue show qualify for ATP disadvantaged community set-aside because they have CalEnviroScreen scores in the 90th percentile or above
- Census Tracts highlighted in green qualify as "disadvantaged" because their median household income (2012 ACS Estimate) is at or below 80% of the statewide median income

Los Angeles:

- · LA County Central with LE
- · LA County Central
- · LA County Full Extent



Orange County's



Improving Health through Planning and Partnerships



Priorities OC Data Tools Resources About Us

Home > Community Dashboard

Community Dashboard

Location Type: County V Location: Orange V

Breakout By: None V Order By: Topic V

Search All Indicators Search

Exercise, Nutrition, & Weight

5th Grade Students who are at a Healthy Weight or Underweight MAP Comparison: CA Counties

7th Grade Students who are Physically Fit MAP

Comparison: CA Counties

Comparison: CA Counties



9th Grade Students who are at a Healthy Weight or Underweight MAP

Comparison: CA Counties



Adult Fast Food Consumption MAP

Comparison: CA Counties



Adults who are Obese MAP

Comparison: CA Counties



Adults who are Sedentary MAP

Comparison: CA Counties



Child Food Insecurity Rate MAP

Comparison: U.S. Counties



Child Fruit and Vegetable Consumption MAP

Adults who are Overweight or Obese MAP

Comparison: CA Counties



Food Insecurity Rate MAP

Comparison: U.S. Counties



Teens who Engage in Regular Physical Activity

Comparison: CA State Value

9th Grade Students who are at a Healthy Weight or Underweight

This indicator shows the percentage of 9th grade students who achieve or exceed the Healthy Fitness Zone for the body composition portion of the annual California Physical Fitness test.

County

Time Period



Comparison: Prior Value @

70.8 percent

Measurement Period: 2013-2014

County: Orange

Data Source: California Department of Education <a>C

Categories: Health / Exercise, Nutrition, & Weight, Health / Teen &

Adolescent Health

Technical Note: The trend is a comparison between the most recent and previous measurement periods. Confidence intervals were not taken into account in determining the direction of the trend.

Maintained By: Healthy Communities Institute

Last Updated: January 2015

Why is this important?

Maintaining a health weight is important for children and adolescents. Obese and overweight children and adolescents are at risk for multiple health problems during their youth and as adults. Obese children and adolescents are more likely to become obese as adults. In a recent study, it was found that nearly 80% of children who were overweight as teenagers were obese adults at age 25. Obese and overweight youth are more likely to have risk factors associated with cardiovascular diseases, such as high blood pressure, high cholesterol, and Type 2 diabetes. Staying at a healthy weight helps prevent and control multiple chronic diseases and improves quality of life.



Environment

Air

Annual Ozone Air Quality MAP

Annual Particle Pollution MAP

Daily Ozone Air Quality

Daily Particle Pollution

Recognized Carcinogens Released into Air

Comparison: Air Quality Index

Comparison: Air Quality Index

Comparison: Air Quality Index

Comparison: Air Quality Index

Comparison: Prior Value











Children and Teens with Asthma

This indicator shows the percentage of children aged 1-17 that have ever been diagnosed with asthma.

Average

Time Period



Comparison: CA State Value @

11.7 percent

Measurement Period: 2011-

2012

County: Orange

Data Source: California Health Interview Survey 2

Categories: Health / Respiratory Diseases, Health / Children's

Health, Health / Teen & Adolescent Health

Technical Note: The regional value is compared to the California

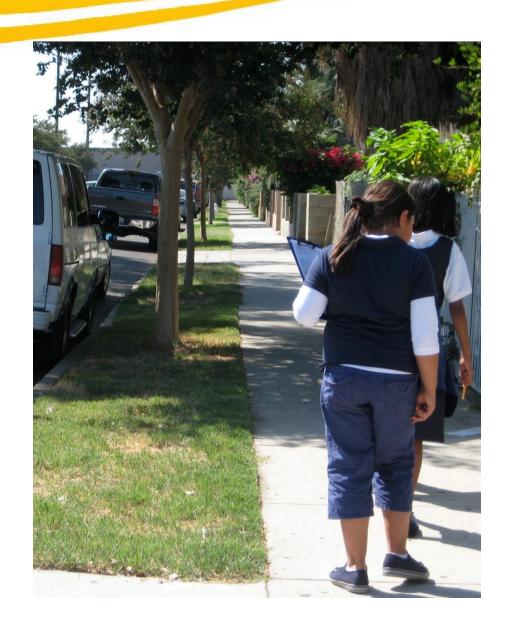
state value.

Maintained By: Healthy Communities Institute

Last Updated: September 2014

Why is this important?

Asthma is the most common chronic childhood illness, and it can significantly impact quality of life. In the United States alone, over 8.6 million children under the age of 18 have been diagnosed with asthma, and the number continues to rise. The increase in diagnoses may be due to an increase in the amount of time spent indoors and therefore greater exposure to dust mites and allergens; higher levels of air pollution; and limited access to quality healthcare. Asthma results in missed days of school, limitations on daily activities, emergency department visits for treatment of asthma symptoms, and hospitalizations. In addition, asthma has been linked to childhood obesity and depressive symptoms.

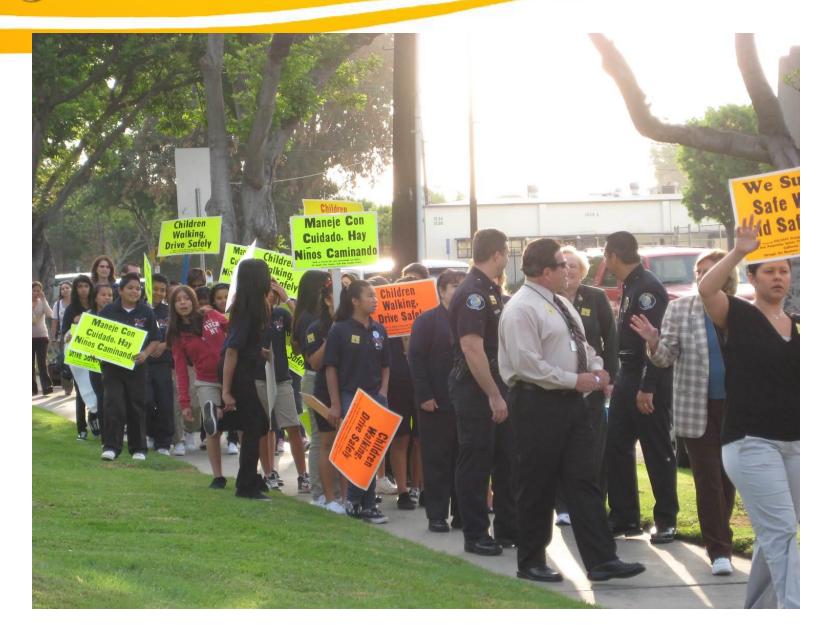








Programs



Programs



Programs



Programs



Programs



Thanks!



Health Data for ATP Cycle 3

Carla Blackmar,
Project Manager
Public Health Alliance of
Southern California

SCAG Toolbox Tuesday 04.05.2016



ATP Cycle 3 Public Health Question

1-Other-NA 2017 ATP Application Form 3/30/2016

Part B: Narrative Questions

Detailed Instructions for: Question #5

QUESTION #5

IMPROVED PUBLIC HEALTH (0-10 points)

- NOTE: Applicants applying for the disadvantaged community set aside must respond to the below questions
 with health data specific to the disadvantaged communities. All applicants must cite information specific to
 project location and targeted users. Failure to do so will result in lost points.
 - A. Describe the health status of the targeted users of the project/program/plan. Describe how you considered health benefits when developing this project or program (for plans: how will you consider health throughout the plan). (5 points max)

B. Describe how you expect your project/proposal/plan to promote healthy communities and provide outreach to the targeted users. (5 points max.)

Part A

"Describe the health status of the targeted users of the project/program/plan. Describe how you considered health benefits when developing this project or program (for plans: how will you consider health throughout the plan)."

Part A: Health Status

"Describe the health status of the targeted users of the project/program/plan. Describe how you considered health benefits when developing this project or program (for plans: how will you consider health throughout the plan)."

Part A: Health Status—Data Resources

- I. Health outcomes (obesity, heart disease, diabetes rate, asthma, cancer, mental health)
- Zip code level
- Sometimes hard to create direct nexus
- II. Social Determinants of Health Data: Data on the primary socioeconomic and built environment determinants of health
- Available at a census tract level
- Possibly has a more direct nexus to ATP project actions

Part A: Health Status—Data Resources

I. Health Outcome Data Resources:

- Local Health Department
 – some SoCal health departments have issued helpful resource guides for completing this question
 - -Los Angeles County
 - -Orange County
- All of our SoCal LHDs have data portals that provide Zip-Code level data to help you answer this question—we will post links on SCAG website.
- AskCHIS Neighborhood Edition: self-reported health status, physical activity, and diabetes at a zip-code level http://healthpolicy.ucla.edu/chis/Pages/default.aspx
- School-level Data: http://dq.cde.ca.gov/dataquest/
- Collision Data: though this may be adequately addressed in other sections of your application--http://tims.berkeley.edu/

Part B: Healthy Community Promotion

Describe how you expect your project/proposal/plan to promote healthy communities and provide outreach to the targeted users.

Health Status: Social Determinants



In order to articulate how your project or plan will improve health outcomes, it will be most constructive to address how it will meaningfully address a few of these social determinants of health.

Health benefit: 'Pat' answer:

 "Increasing physical activity improves health, therefore this project will improve the targeted health status of users by increasing transportation related physical activity."

Meaningful Answer: HOW??

- 1. What behavioral, socioeconomic, built environment characteristics are contributing to poor health outcomes in your project area?
- Unemployment?
- Poverty?
- Crime?
- Social Isolation?

2. How will your ATP project be refined to address these social determinants of health challenges?

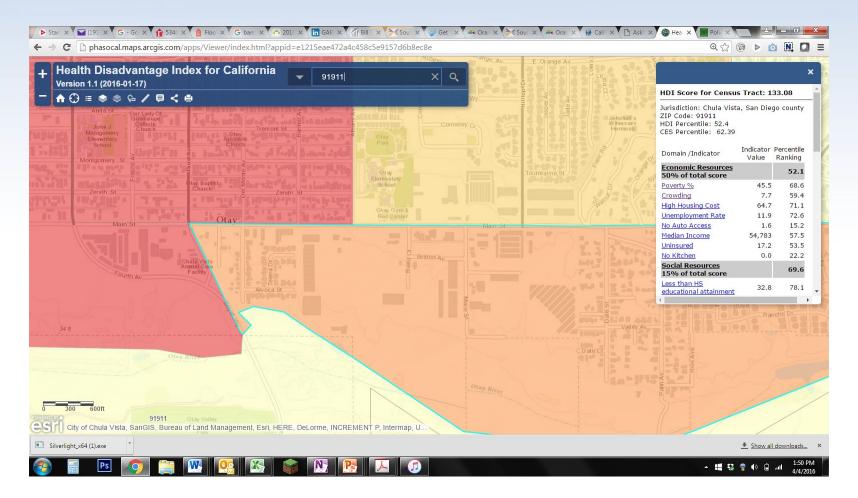
Meaningful Answer: HOW??

Social Determinants of Health Data:

- California Health Disadvantage Index: http://phasocal.org/ca-hdi/
- CDPH Healthy Community Indicators: <u>http://www.cdph.ca.gov/programs/Pages/HealthyCommunityIndicators.aspx</u>
- HealthyCity.org
- National Equity Atlas: http://nationalequityatlas.org/

Example: Health Disadvantage Index

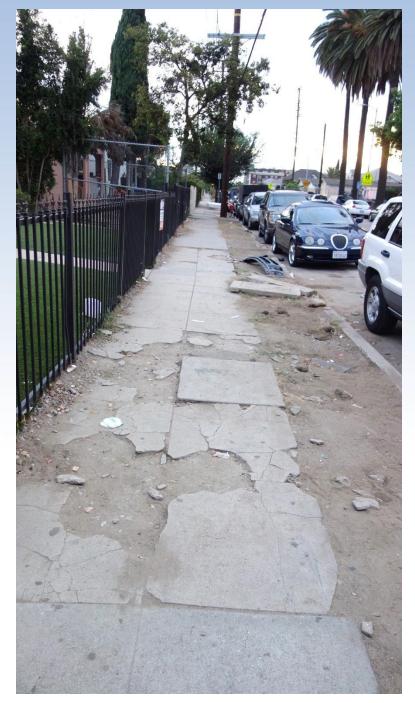
http://phasocal.org/ca-hdi/

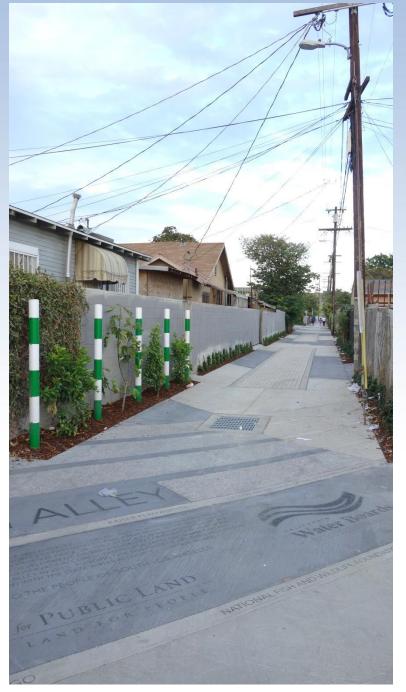


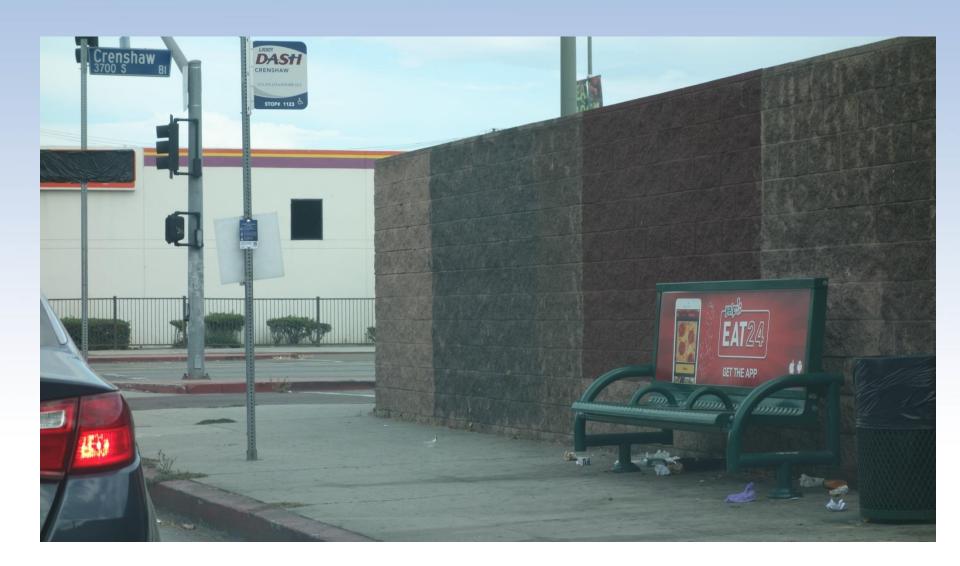
Meaningful Answer: How??

Social Determinant of Health	How ATP Might Address this?
Unemployment	Local hire policies Ensure route choices serve employment centers and fill 'first mile/last mile' gaps
Poverty	Program to provide bicycles along with education on care, maintenance and safety
Linguistic Isolation	Outreach in languages spoken by community, culturally competent outreach. Wayfinding 'icons' or signage in dominant languages spoken
Crime/ Safety	Engage targeted users in Crime Prevention Through Environmental Design (CPTED) Survey and Design process
Education	Consider links to pre-school, access for strollers
Shade/ Heat Island	How is green infrastructure being incorporated?

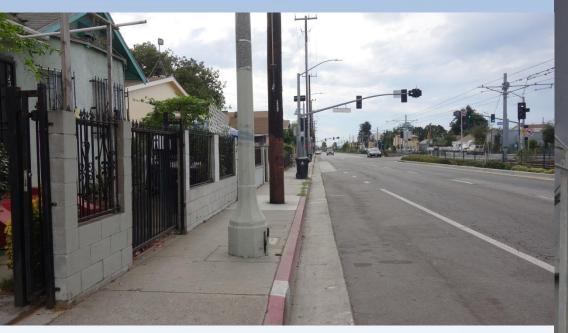
Consider what non-infrastructure connections are needed to make sure your project is accepted, used, and loved!













NO TIRE BASURA

Ninguna persona depositara basura, desechos o desperdicios de cualquier clase en la calle, banqueta o en cualquier lote o propiedad privada.

Codigo Municipal De Los Angeles-Ord. No. 77,000 Sec. 66.25





Contact Information:

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Project Manager, PHA SoCal
cblackmar@phi.org
619.289.9687
PHASoCal.org



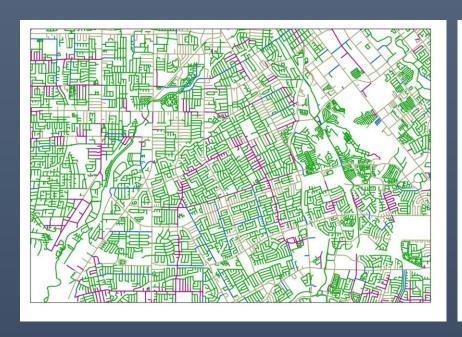
Designing Better Bicycle Facilities

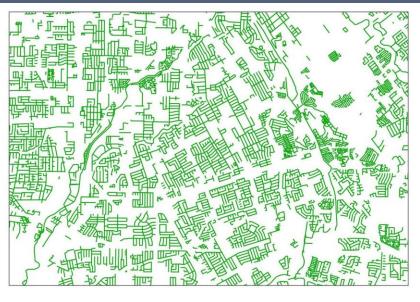
Rock Miller, P.E.

Stantec Consulting

Rock.Miller@Stantec.com

Low Stress Bicycle Networks





Strong & Fearless Bikeway Network

Interested but Concerned Bikeway Network

Bikeway Designs

- Bike Paths
- Bike Lanes
- Bike Routes
- Bike Boulevards
- Separated Bikeways (Cycle Tracks)

Bike Paths

- May Serve Pedestrians
 - Don't work well under high usage
- Should Minimize Cross Flows





Optimal Bike Paths

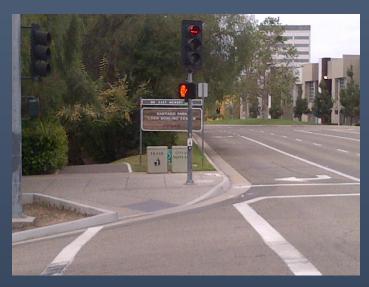
- Long, Uninterrupted Segments
 - River Trails
 - Waterfronts
 - Rural Rail Corridors





Less Desirable Designs

- Side Paths, Especially with Signalized Crossings
- Former Urban Rail Corridors with Frequent Street Crossings



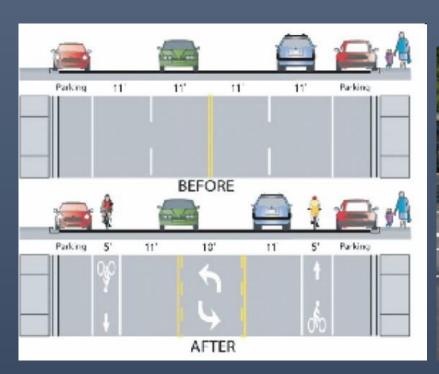


Bicycle Lanes

- Can Often Fit on Existing Roadways
- Increase Confidence for Bicyclists
- Increase Certainty for Motorists
- Shall be One Way Facilities
- Less Attractive above 50 kph



Road Diet





Dooring

- Bicycle Collision with Opening Car Door
- Great Potential for Injury to Bicyclists
- Underscores Need for Adequate Width





Posted Bike Routes

- Route Signing Only
- Provide Continuity
- Should be Used where Bicycling is to be Encouraged
- Sometimes Used on Busy Streets where No Other Treatment seems Feasible



Sharrows

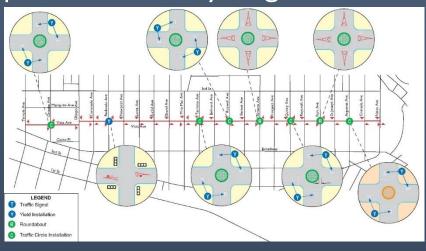
- New Standard Pavement Marking
- Advises Motorists to Expect Bicyclists
- Advises Bicyclists to Ride in Safer Location
- Useful with Posted Bike Routes
- Not Well-Suited for Increasing Usage



Bicycle Boulevard

- Minor Street Modified to Suit Bicycling
- Low Auto Traffic and Speeds
- Traffic Controls Optimized for Bicycling





Good Candidates

- Long Continuous Back
 Streets
- Streets that Have a History of Traffic Calming Needs
- Low Vehicle Traffic upon Completion
- Provide Access to Cycling Destinations
- Easy to Find in Grids, but may be Found in Newer Layouts





Cycle Tracks

- Separated Bikeways
- Protected Bikeways





Cycle Tracks

• Backbone of European Successes

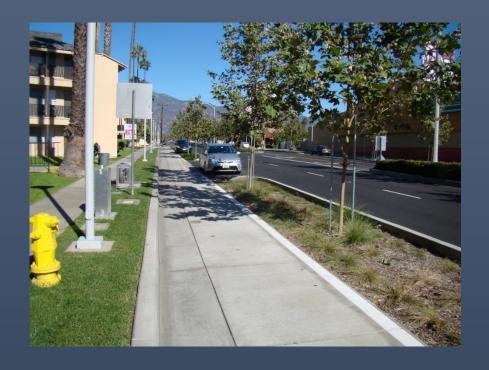


Montreal Cycle Track



Cycle Track Opportunities

- Requires Road Space
- Minimal Driveways Desirable
- Landscape and New Pavement can get Expensive



Redondo Beach

• Beachfront Bike Path Extension







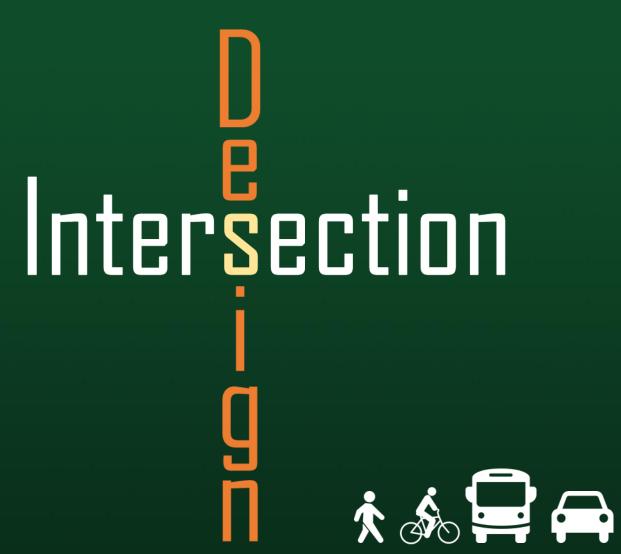
Calgary, AB







FEHR / PEERS



Matt Benjamin, Principal April 5, 2016

Intersections tend to be the most...

- Important (safety/comfort)
- Challenging (technical/cost)
- <u>Overlooked</u> (esp. in funding/environmental stages)

...design element



Leads to:

- Unsafe or uncomfortable design solutions
- Unforeseen impacts
- Cost and schedule overruns
- Rescoping / Deabligation of funds

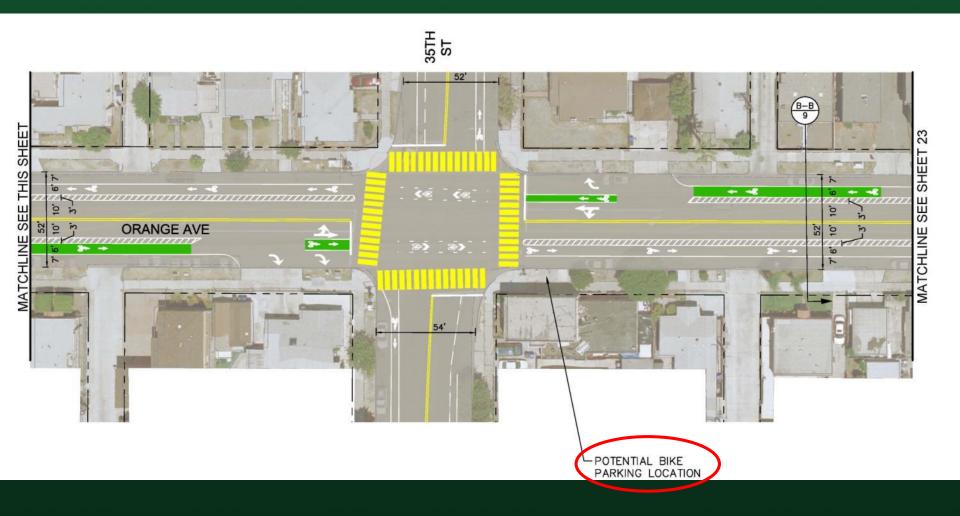




Strategies for safe, efficient, low-stress intersections:

Mitigate Conflicts	Eliminate Conflicts
Increase legibility / reduce complexity	Grade-separation
Reduce speeds / improve visibility	Signal phasing

Good Upstream Lane Positioning



Maintain straightest possible path through intersection for bikes Consider dashed green through intersections (maintenance)



Reduce Speeds / Increase Visibility



Bend Outs

Cyclist stays to the right of turning traffic

Curb returns are designed to slow turning vehicles, increase visibility and reaction time

Reduce Speeds / Increase Visibility



Protected Intersections ("Dutch junction")

Best at junction of two separated bike lanes (cycle tracks)
New treatment – mentioned in Caltrans Class IV guidance





Junction of two bike paths



Source: University of California, Santa Barbara

Grade Separation – Bridge



Pros

- Eliminates conflict
- Reduces delay

<u>Cons</u>

- Expensive
- Adds slope
- Visual impacts
- Creates out-of-direction travel for connections between path and street

Source: KCET

Grade Separation – Undercrossing / Tunnel





At-Grade Crossing



Pros

- Inexpensive
- Direct path
- Makes path use visible

Cons

- Traffic operations impacts
- Compliance

- May not work in some locations
 - Sight distance
 - Proximity to existing signalized intersections

Phase Separation

Transportation.Mamt@amgov.net

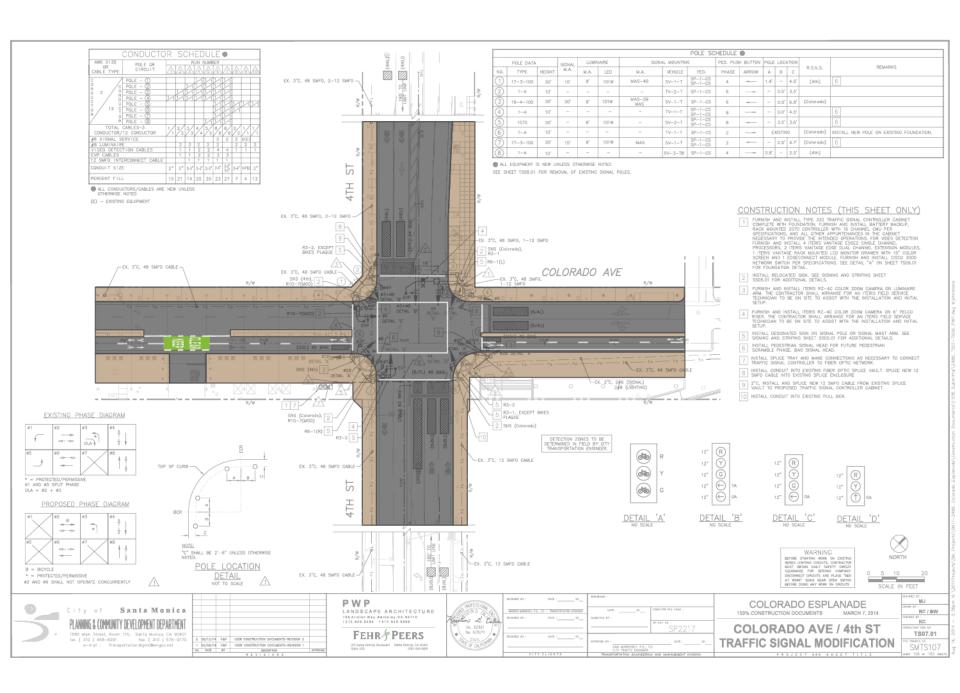
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SMTS107

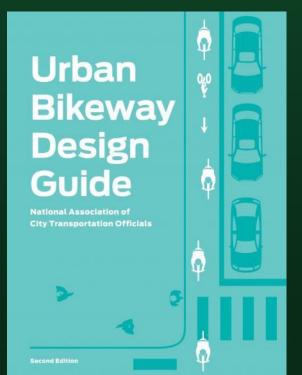
FEHR PEERS

201 Santa Monica Roulevard - Santa Monica, CA 9040 Suite 500 - (20) 450-908



Tips for Grant Applications

- Explain or **show** how intersections will look and operate
- Consult standards and innovative design guidelines
- Identify trade-offs and document support for proposed solutions
- Corridor planning/concept design phase (include outreach)





Greening Your Active Transportation Projects

Ryan Snyder Transpo Group



Why Think Green?

- Urban runoff is the primary source of water pollution in local streams, lakes and the ocean
- Infiltration techniques can help active transportation projects





Application to Active Transportation

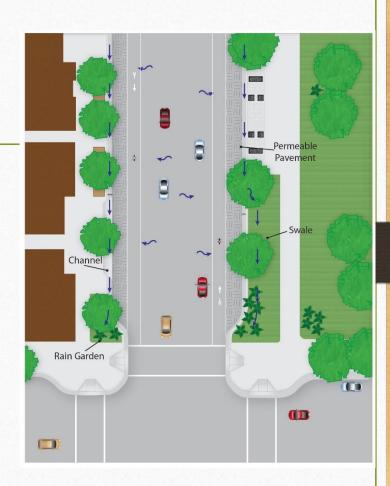
- Redesign of streets and curbs changes drainage
- New sidewalks may not need curb and gutter
- Curb extensions sometimes require moving catch basins





Why Use Infiltration?

- Prevent runoff
- Retain the water
- Make your active transportation project work





Infiltration Techniques

- Permeable surface
- Bioswales
- Raingardens
- Planters
- Vegetated buffer strips
- Infiltration strips





Permeable Surface

Allow Water to Filter Down









Permeable Option

Rubber Sidewalks

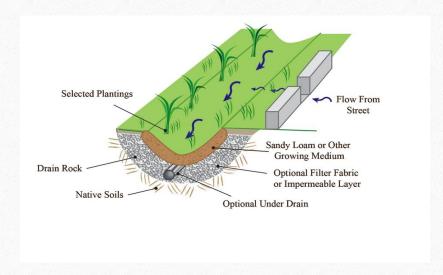






Bioswales

Linear Vegetated Depressions

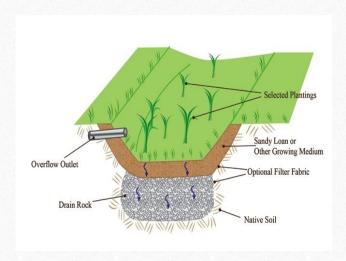






Raingardens

Vegetated Depressions in the Landscape

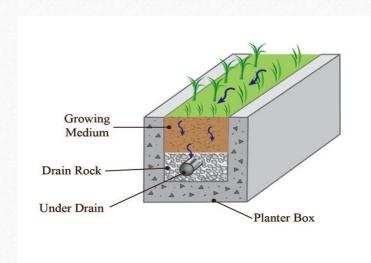






Planters

Above Grade or At Grade With Solid Walls and Flow-Through Bottom

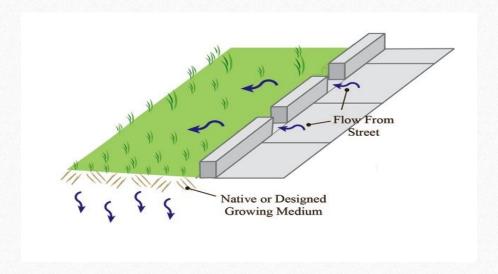






Vegetated Buffer Strips

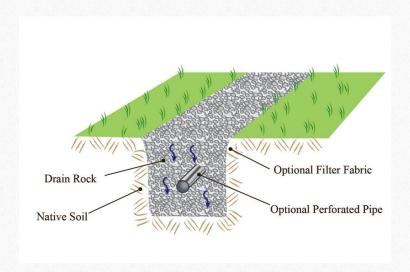
Sloping Plated Areas that Treat and Absorb Flow from Adjacent Impervious Surfaces





Infiltration Trenches

Linear, Rock-Filled Features that Promote Infiltration with Permeable Soil Below





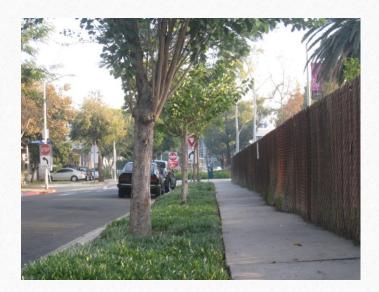


		BIORETENTION			DETENTION		PAVING	INLE DELIVERY AND PROTECT CONVEYANCE		INLET OTECTI	
	STREET CONTEXT	Swales	Planters	Vegetated Buffer Strips	Rain Gardens	Infiltration Trenches and Dry Wells	Permeable Paving	Channels and Runnels	Screens	Inlet Inserts	Pipe Filters
Commercial	Downtown Commercial		О			O	О	О	O	О	О
	Commercial Throughway		О	О		О	О	О	О	О	О
	Neighborhood Commercial		О	О	О	O	О	O	О	О	О
Residential	Downtown Residential	О	О		О	О	О	О	О	О	О
	Residential Throughway	О	О		О	О	О	О	О	O	О
	Neighborhood Residential	О	О		О	O	О	О	О	Ō	О
Industrial And Mixed-Use	Industrial	О	О		О	О	O	О	О	О	О
	Mixed-Use		О	О		О	О	О	О	О	О
Special	Sidewalk Furniture Zone	О	О		0	O	O	O	О	О	О
	Park Edge	О	О		О	О	О	0	О	О	О
	Boulevard	О	О		О	О	О	О	О	О	О
	Ceremonial (Civic)						O	О	О	О	О
Small	Alley		О			О	О	О	О	О	О
	Shared Public Way		О			О	O	О	О	О	О
	Walk Street		О	О		O	O	O	О	О	0

Shade Trees

Provide Shade and Beauty





Ryan Snyder

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Adding Non-Infrastructure "E's" to Boost Your ATP Application



Ryan Johnson, Alta Planning + Design









Alta Planning + Design

- Nation's leading team of bicycle, pedestrian, and trails planning and design professionals
- 100⁺ planners, designers, engineers in 25 offices
- Dedicated Programs team focused on developing education and encouragement campaigns
- Helped win nearly \$200 million in grants across the country







Why Add N-I to Your Application?

- Develop a more comprehensive, successful project
- Show reviewers that you are fully committed to the project
- Increase your chances of getting funded!







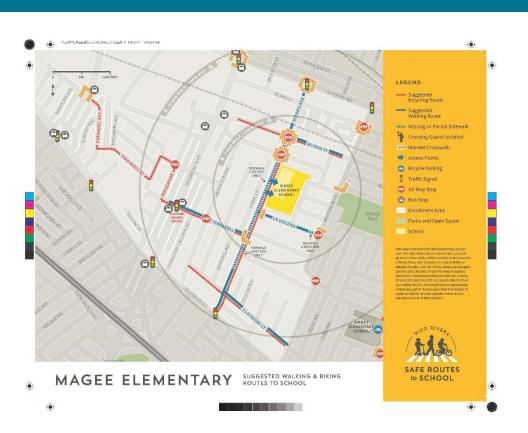
- Education
- Encouragement
- Enforcement
- Evaluation







- Education
- Encouragement
- Enforcement
- Evaluation







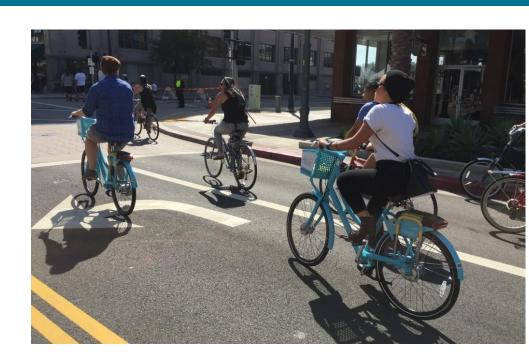
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- Education
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- Enforcement
- Evaluation







- Education
- Encouragement
- Enforcement
- Evaluation







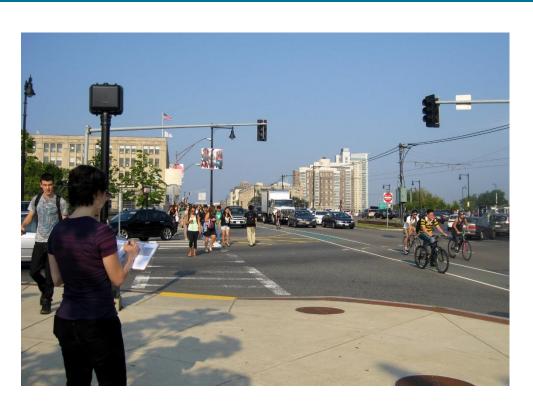
- Education
- Encouragement
- Enforcement
- Evaluation







- Education
- Encouragement
- Enforcement
- Evaluation





Creating a Competitive Application with N-I "Bonuses"

 Articulate how the added non-infrastructure programs will help your project become well-used and embraced

by the community.







Creating a Competitive Application with N-I "Bonuses"

Multi-Jurisdictional Coordination





Creating a Competitive Application with N-I "Bonuses"

Don't forget who you're serving





Successful Example from Los Angeles



- L.A. Pedestrian & Bicycle Neighborhood Intersection Enhancements
 - Funded in ATP Cycle II (\$1.5M)
 - 4 neighborhood locations
 - Pop-up demonstration events prior to construction
 - Public workshops in each neighborhood
 - Online webinar/video explaining the project's benefits
 - Pre- and post-installation evaluation







Questions?

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